



12 April 2010

## VIMTO EXTENDS CHERRY RANGE WITH CORDIAL

Vimto has launched Cherry Vimto as a cordial to extend the range introduced in a fizzy format earlier this year.

The new 725ml Cherry Vimto cordial is available initially in the Grocery Channel in Tesco and Sainsbury's before being rolled out across the rest of the trade from May.

Vimto Cherry cordial will introduce a delicious smack of cherry to the original Vimto flavour's distinctive and unique fruity blend of grape, blackcurrant and raspberry combined with a secret mix of herbs and spices.

Sales of Fizzy Cherry Vimto have been successful since its launch in February with 'month on month' data showing **+77.3% growth**<sup>1</sup>. In Dilutes, cherry flavour has witnessed phenomenal growth (+142%) with over 60% of cherry sales in the south<sup>2</sup>, offering the opportunity to grow penetration of the Vimto brand.

The extension to the Cherry Vimto range is one of a number of activities that will enable Vimto to build on its brand growth in 2010. **Vimto is now worth £46.2m, and the brand has grown by £10m in the last year alone**<sup>3</sup>.

Vimto Senior Brand Manager, Emma Hunt, said: "Early results back up our research that consumers love the taste of Cherry Vimto<sup>4</sup> and we have extended the range to offer another way to enjoy the taste. Cherry Vimto will be part of our 'Seriously Mixed Up Fruit' marketing campaign for the brand this summer to encourage trial and drive demand."

### Notes to editors

- From May, Cherry Vimto cordial will be available via Wholesale in outers of 12 to be sold as single units with an RRP of £1.55. The Fizzy Cherry Vimto product range is a 330ml can, 500ml bottle and 2Litre bottle

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**Issued by Smarts on behalf of Vimto Soft Drinks**

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<sup>1</sup> Nielsen value 4wks to w/e 20.03.10 v 4wks to w/e 20.02.10

<sup>2</sup> Nielsen Total Coverage MAT to w.e. 05.09.09

<sup>3</sup> Nielsen MAT value to w/e 20.03.10

<sup>4</sup> Source: Ashdown research June 2009. 500 consumers sampled. Product trials revealed that 86% of teens and 89% of adults tested were likely to buy Cherry Vimto with 9 out of 10 teens and adults rating the taste 'good' or 'very good'.